



BRIAN McCAFFREY

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**Innovative solutions for creating, organizing, and
managing your most important asset... your information.**

OVERVIEW

Extensive experience as a professional writer, trainer, team leader, and project manager guarantees immediate productivity in targeting and solving your communication needs. Whether working alone or as part of a group, my primary goal is to help attain the highest standards of cooperation and communication possible.

SKILLS

Technical Writing, Website Design/Content, Instructional Design, End-User Documentation, Scriptwriting, Help Systems, Functional Specifications, Proposal Writing/Response, Information Management, Policy & Procedures, Copywriting, and Journalism.

AREAS OF EXPERTISE

Technical manuals, websites, software specifications, on-line help systems, training programs, live training, newsletters, marketing collateral, and other business communications for the following industries and products:

Pharmaceutical, Software, Accounting/Financial, Human Resources, Insurance, Consumer Health, Medical Systems, Distribution, Manufacturing, Sales, Market Research, Hardware, Networking, Advertising, Air Freight, Electronics, U.S. Department of Defense, Business Machines, Home Appliances, and Heavy Equipment.

TOOLS

MS Office, Visio, RoboHelp, Captivate, Photoshop, Acrobat, Dreamweaver, Namo WebEditor, MS Publisher, Documentum, and Remedy. Have a broad understanding of other DTP, graphics, and Help tools and am an exceptionally quick study in getting up to speed on other tools.

EXPERIENCE

Consultant

Eleven8 LLC, Olyphant, PA (1998 – Present)

Have successfully completed multi-part projects for the following companies:

Tech Vision Consulting - (2005, December – 2006, March) Created branding and communication vehicles for a startup company in the government services sector.

Humana - (2004, November – 2005, October) Applied project management, writing, organizational, and creative skills to produce internal and external communications including websites, newsletters, and business intelligence documents.

Credant Technologies – (2005, August) Created two successful presentations to the U.S. Army that helped Credant secure a multi-million dollar contract supplying mobile data protection software services.

Aventis Pasteur - (2003, September – November) Produced audit documentation within Documentum to satisfy training and regulatory requirements. Wrote up a redesign of the Remedy system. Designed an intranet-based help system using RoboHelp to centralize all company data and make it secure.

NFO WorldGroup – (2003, March – May) Worked 900 hours in a three-month span, producing highly successful end-user documentation, on-line help (RoboHelp), and automated training materials

to meet the release date for a major marketing data management software system. The total time involvement for the client was less than 15 hours.

Visiting Nurse Service of New York - (2002, March – September) Worked with subject matter experts and programmers to create functional specifications for a Tablet- and Mainframe-based Visit Documentation system. Created an on-line Help system (RoboHelp) for the Tablet and designed an intranet website containing answers to frequently asked questions for the Mainframe.

Crown Cork & Seal - (2001, April – August) In the absence of programmers to question, used reverse-engineering of manufacturing process to produce a software end-user manual and plant management/end-user training materials. Within three months, not only produced these materials, but also was sent to plant locations around the country to help train personnel on the new system.

Sybase, Inc. - (2000, January – December) Coordinated and conducted ongoing meetings and strategy sessions with Joint Forces Command Subject Matter Experts to develop/document a Joint Forces Deployment and Re-deployment software system.

Sylvan Learning Systems - (1999, August – November) Created and presented training for a Y2K system/software configuration management effort.

Armstrong Worldwide - (1999, January – April) Created training guides for SAP R3 software. Created 61 training modules for modules including HR, Billing, Pay Processing, and Warehousing.

Bank One – (1998, June – July) Created a training program for new hires.

Sovereign Bank - (1998, February – March) Created a customer service training kickoff program.

Writer/Trainer/Coordinator

Digital Systems Group, Inc., Warminster, PA (1996 – 1998)

Documented systems, met with clients to set up the training process, prepared presentation materials, prepared training materials, coordinated on-site training facilities, validated the on-site training system, trained users, and followed up to ensure effectiveness and client satisfaction.

Technical & Marketing Communications Director

Data Processing Services, Inc., Indianapolis, IN (1993 – 1996)

Created user guides for a Wholesale Distribution Management software package, created marketing materials, conducted in-house training, and provided specialized contract documentation services.

Development Editor/Writer

Howard W. Sams & Company, Indianapolis, IN (1991 – 1993)

Researched, developed, wrote, and edited a variety of technical materials in support of the marketing and fulfillment of custom publishing projects.

Writer/Producer

Creative Street, Inc., Indianapolis, IN (1987 – 1991)

Wrote and produced video, film, audio, and print programs for sales and technical training, real estate sales, consumer health, human resources, and consumer education. Acted as project manager responsible for creative content, budget control, client contact, location acquisition/management, talent acquisition/management, and final production.

Creative Director

Outsource Consulting, Indianapolis, IN (1984 – 1987)

Provided advertising, public relations, and journalistic writing services for a diverse customer base.

Photo Editor

Inside Sports Magazine, Evanston, IL (1983 – 1984)

Editorial Staff

Highlights for Children Magazine, Honesdale, PA (1981 – 1983)

EDUCATION

Lebanon Valley College, Annville, PA B.A., English (Technical and Creative Writing), 1/81 GPA: 3.55/4.0 (Magna Cum Laude). Was one of the first technical writing interns in the U.S. and earned charter membership in two academic honors societies.